



# MWR THEME OPERATIONS

July 2006

## Welcome

I hope everyone had a memorable and safe Independence Day. Before we settle back into our normal routines after the holiday weekend, it's important we don't lose sight that America's military still remains stationed at the outposts of freedom around the world ensuring "everyday" remains Independence Day for us. Please keep these brave men and women in your thoughts and prayers as we "daily" enjoy the precious benefits of their determined commitment and significant sacrifices.

While many of you are already operating at full speed with summer activities, please stop and take a minute to remind your team about workplace safety. It's all too easy when you're busy to take shortcuts that could result in injuries; especially with all the extra planned activities taking place this summer. Spending just a minute or two talking about safety in the workplace with your team can go a long way in making our MWR Theme Operations a safer and more efficient place to work.

In last month's *E-News* we launched a new column called "PICKLE Talk" and discussed the importance of giving PICKLES to our guests. Please note that your team members need PICKLES too, and that these PICKLES are just as important as the ones we give our guests. Giving PICKLES to the internal team that you rely on daily can go a long way in helping to provide extraordinary guest service at the front counter. By internal team I'm referring to the supply clerk, the accounting specialist, or the administrative assistant who greets guests to your establishment. Giving these folks PICKLES and going that extra step will help your business to operate as a cohesive, well functioning team and establish those personal relationships that better support and exceed our guest's expectations.

As always, keep e-mailing us your ideas, thoughts and comments so we can continue sharing your insights with our growing family of MWR professionals. Wishing you all the best of success!

Roger Weger  
Chief, Food Services Division

## Upcoming Grand Openings

We currently have two scheduled Grand Openings at Fort Sill, Oklahoma (16 August-Strike Zone and 18 August-Java Café/Primo's Express). Look for these stories in our September edition of *E-News*.





Let's talk PICKLE, shall we?

Last month we highlighted what the Give 'em the Pickle guest service training program is and isn't all about. We've established that guest service is very much a process so let's discuss further how this training program can enhance guest service at your specific location.

From the guests' vantage point, their experience begins in your establishment's parking lot and typically ends there as well, unless take-out is involved. The other 90 percent of the guest service experience takes place as you and your staff interacts and serves them. However, let's take a step further back in time...to when the guest made the initial decision to visit your restaurant.

When we begin to identify the specific reasons why your average guest made the decision to spend money at your locale, this will also lead you to discover what your PICKLE is, and it may not be what you thought it was!

Ask yourself this essential question first... "why are my guests coming here to buy products from my restaurant?" Then, write down the answer and hold onto it. After a couple days, set up some simple guest entry interviews and ask this exact question of your guests as they come through the door; "why are you coming here to buy products from my restaurant?" You'll want to get a good sampling so you may wish to do this over several days or times of day.

Did the answers you received from your guests match the reasons that you thought they were coming? Please keep an open mind and participate, don't anticipate. And by all means, don't be the least surprised if their answers don't match yours.

From the answers you received from your patrons, you'll begin to formulate exactly what your PICKLE is. This will give you the foundation of where your specific guest service improvement plan might begin as well as tell you what you do well. That's your PICKLE and we're going to make issue of that as we tailor a guest service plan specific to your needs.

So, what's your true PICKLE...the one your guests come to your MWR Theme restaurant for?

Tune in to next month's edition as we begin to explore the opportunities that these all-important answers present. And remember, a PICKLE a day keeps your guests coming back for more! (POC: Brad Puterbaugh (703) 508-2593 or email: [Brad.Puterbaugh@cfsc.army.mil](mailto:Brad.Puterbaugh@cfsc.army.mil))

### **We have a Winner!**

Congratulations to Fort Dix MWR personnel for submitting the winning bid for the Java Café kiosk and décor package that will be on display at the 2006 MWR Conference in August. To all the Fort Dix team members responsible for the winning bid we add our congratulations and recognize their efforts to seize a great opportunity by purchasing a high-quality turn-key coffee operation at a significant savings. (POC: Jeff Willis (703) 681-5207 or e-mail: [Jeff.Willis@cfsc.army.mil](mailto:Jeff.Willis@cfsc.army.mil))

## Test Your ServSafe Knowledge (See Page 7 for Answers)

1. Cleaning tools and supplies should be stored
  - a) Below food products
  - b) Separately from food and utensils
  - c) In a warm environment
  - d) Behind food products
2. Cleaning cloths and sanitizing cloths should always be
  - a) Discarded after each use
  - b) Kept separate
  - c) Placed in the same bucket
  - d) Sent through the dishwashing machine
3. Disposable gloves should be changed
  - a) After you handle raw food and before you handle cooked food
  - b) If they are torn
  - c) Before you start a different job
  - d) All of the above

## Getting Back to Basics: Cleaning Soft Drink Dispenser

Properly cleaning your soft drink fountain dispenser(s) will ensure the safest and best quality soft drinks are delivered to your guests.

These tasks should be done daily, at closing:

1. Lock the soft drink machine.
2. Remove the cup rest (dip tray grate) and wash, rinse, and sanitize in three compartment sink or run through dishwasher and let dry.
3. Clean, and then sanitize all exterior parts of fountain dispenser. These parts include the dip tray, dispenser levers, ice chute, front and sides of machine. Let air dry.
4. Remove nozzles from each head by turning counterclockwise.
5. Remove diffusers (white pieces) from each head by pulling straight down.
6. Soak nozzles and diffusers overnight in a container with warm water and a food service safe cleaning solution (seltzer water and a denture tablet works well).
7. Pour warm water down drain in drip tray.

Each morning before opening for business:

1. Replace cup rest on dip tray.
2. Clean the nozzles and diffusers with a nylon brush to remove any stubborn particles. Rinse with warm water.
3. Replace diffusers then nozzles. Be sure to lock nozzles by turning clockwise. Unlock soft drink machine.
4. Fill ice machine with ice at least 30 minutes before service to ensure proper taste of soft drinks.

Weekly:

1. Pour sanitizing solution down drain in drip tray.

2. Remove and discard ice in ice dispenser. Pour sanitizing solution slowly in ice dispenser. Rinse ice dispenser. Fill ice dispenser with ice.
4. Wash, rinse, and sanitize cover of the ice dispenser.
5. Remove the connectors from the bag-in-box; clean with warm, soapy water and rinse. Then soak the connectors in a sanitizer solution for five minutes. Remove and let air dry.

Very important! In addition to performing the above procedures to protect your guests, don't forget to also empty, clean and sanitize your ice machine on a regular basis. This includes the ice scoop and scoop holder on a daily basis. Using ice contaminated with E. coli bacteria to fill a sanitized soft drink fountain ice dispenser can still put our guest's at risk. (POC: Naomi Falsetto (703) 508-5859 or e-mail: [Naomi.Falsetto@cfsc.army.mil](mailto:Naomi.Falsetto@cfsc.army.mil))

### **Primo's Express opens at Illesheim, Germany**

Illesheim Apache Lanes is in the calZONE! The Illesheim Apache Lanes Primo's Express is now taking orders for Primo's famous made-to-order calzones and pan pizzas, signature Panini sandwiches in addition to Wicked Wings, Macho Nachos and a frosty collection of those ever-so-tasty German beers!

If that sounds like a winner, you may need some directions as the tiny community of Illesheim is definitely off the beaten path. Just follow the signs to Storck Barracks as you approach Bad Windsheim about 40 minutes north of Ansbach, Germany. Or, you may want to follow the numerous Apache copters flying into this remote airfield in upper Bavaria. There you'll find Manager Michael Richardson, Lacy Fenley, Primo's Express Supervisor Karl Forbes, Chris Davis, Shawn Lindley, Earl Perkins, Ron Toland and Hameed Toorani eagerly waiting to serve you and yours!

The "Crew of Eight" were put through a rigorous 15 day intensive instruction program including A-to-Z menu production, ServSafe sanitation and Give 'em the PICKLE guest service training, the doors were opened to the public on 21 June to overwhelming response and approval. Over 200 soldiers and family members enjoyed the new offerings on a day many had long awaited. Calzones, Pan Pizza and Panini's were the overwhelming rave...items not available for many a kilometer in any direction.

The opening of the new Primo's Express was gratefully and graciously received by USAG Ansbach Commander LTC Tammy Sue McKenna, USAG Franconia DMWR Jeff Wertz and ADMWR Charlemagne Tertullien, John Sprank from

IMA-E Business Programs as well as the local Chief, BOD Casey Malloy and Apache Lanes Manager Michael Richardson. Richardson stated that he "expects great things from this new offering" and he's not alone. (POC Brad Puterbaugh (703) 508-2593 or email: [Brad.Puterbaugh@cfsc.army.mil](mailto:Brad.Puterbaugh@cfsc.army.mil))





## Primo's Express opens another season at Frog Falls Park, Picatinny Arsenal, NJ

Picatinny Arsenal, Frog Falls Aquatic Park personnel are truly excited beginning their second season with Primo's Express. Primo's Express opened this year on 27 May and had a super Memorial Day weekend. Eager team members are looking forward to matching if not exceeding last years' amazing 3,000 Primo's personal pan pizzas and 12,000 novelty ice creams sold in just 100 days. The goal for the 2006 season is 4,000 personal pan pizzas. With a combination of good weather and a great team, we're well on our way! (POC: Naomi Falsetto 703-508-5859 or e-mail:

[Naomi.Falsetto@cfsc.army.mil](mailto:Naomi.Falsetto@cfsc.army.mil))



Team members at Frog Falls Aquatic Park  
Primo's Express Chris Remillard, Northeast Area Manager Naomi Falsetto, Kerry Deckert, Kerry Soccodato, Melissa Wojcik, Kristina Howansky, Ryan Fedewitz, Tjolanda Sullivan, Sarah Weed, Tony Marko, Stefanie Kimker

## Fantasy Racing: Chase for the Cash

The green flag is out for the **Fantasy Racing: Chase for the Cash** promotion, which runs from 1 July through 6 August 2006. The promotion will use the fantasy sports machine and will allow our guests the opportunity to play in an exclusive Army-wide fantasy NASCAR promotion. Guests will race into our facilities each week and enter their chosen weekly line-up; and if they place in the top 15 ranks at their local facility, they get a chance to win \$10,000 (by selecting the top six drivers in their exact finishing rank at the 6 August Brickyard 400). Weekly local winners will be awarded gift certificates to the NASCAR store on-line, flash drives, and Harley Davidson apparel. Managers are encouraged to utilize the administrative features on their fantasy sports machine to drive more repeat traffic through their doors during the six week promotion time-frame. If you're interested in participating in the Fantasy Racing promotion but do not have a fantasy sports machine contact Kristen Kea. (POC: Kristen Kea (703) 428-6119 or DSN: 328-6119 or e-mail: [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil))

## Military Idol 2006

Thirty Two installations will be hosting the 2006 Military Idol competition. Contestants have until 28 July to submit their applications to local host facilities. Installation competitions must be scheduled during August and September. The military idol finals will be hosted at Fort Belvoir, VA on 28 October – 6 November 2006. The finals will be broadcast live via Army Knowledge Online (AKO). (POC: Kristen Kea (703) 428-6119 or DSN: 328-6119 or e-mail: [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil))



## Take Your Daughter to the Course Week

Share your favorite sport with your favorite girl! The National Golf Course Owners Association, in cooperation with the PGA, LPGA, LPGA-USGA Girls Golf, EWGA, and *Golf for Women Magazine*, is sponsoring "Take Your Daughter to the Course Week," **July 10-16, 2006**. Use this opportunity to take your daughter, granddaughter, or niece to your favorite course and introduce her to your favorite pastime. MWR food/beverage facilities could team up with their golf course and offer a combo meal special to promote the event. For more information about Play Golf America programs log onto [www.playgolfamerica.com](http://www.playgolfamerica.com). (POC: Kristen Kea (703) 428-6119 e-mail: [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil))

For more information about these promotions and upcoming promotions from Events Division, check out [www.mwrpromotions.com](http://www.mwrpromotions.com).

## Program Ideas Means Increasing Revenue

Craig Arms, General Manager of the West Point Bowling Center has started two new promotions that have increased revenues at both Lil' Skeeters BBQ snack bar and Bowling Center. They include:

The "Packaged Family Deal" is offered on Sunday nights which had been the slowest night of the week. The promotion is designed for a family of four as a one price deal of \$25. Craig's package includes the following: one hour of cosmic bowling, shoe rentals, one large cheese pizza and unlimited fountain drinks. The program generates an increase of a few hundred dollars for this eight lane Bowling Center on an otherwise normally slow night.

The second promotion is called "Dollar Night". The Bowling Center offers \$1 per game, \$1 shoe rental, \$1 sodas (12 oz) and \$1 Cheese pizza slices (8 cut). This promotion has proven to be the most popular program Craig has offered to date. (POC: Craig Arms (845) 938-2140 or e-mail: [Craig.Arms@usma.edu](mailto:Craig.Arms@usma.edu))

## Programs to Drive Business

*E-News* continues to be a great tool to communicate with managers especially when TDY is more restricted than ever. The goal for MWR Business activity managers is to find ways to increase revenue from existing infrastructure by re-packaging existing products/services so they appeal to an under-supported market segment or so they seem like a brand new product to your existing users.

Below are a few ideas for golf snack bar managers to try to implement with their Golf Pro to make a better season for both food/beverage and golf. If you have questions about these programs, please give me a call to discuss. (POC: John O'Keefe, US Army Installation Management Agency, Pacific Region, MWR Business and Marketing Programs Chief/ Business Consultant (808) 438-8675 or DSN (315) 438-8675 or email: [John.Keefe@shafter.army.mil](mailto:John.Keefe@shafter.army.mil))

-Golf for Food and Fun: The focus of the event is an informal social group outing where anyone of any level can play with a regular group. The fee includes golf, golf cart, pupus (snacks) and a pitcher of your favorite beverage to follow your nine holes of golf. Many people are looking for a club or group activity to make golf that much enjoyable. Fort Shafter has run the program on Tuesdays for two years and has averaged 30+ people playing that would not have come out otherwise. The people who participate love it. The concept could be expanded to a couple's league, or a mother/father-son/daughter combination as a league or a special event.

-Lunch time combo package with the driving range to boost lunch and driving range business: You can sell a big hot dog at lunch from a cart at the driving range and bring in people who may not have considered the driving range as a place for lunch. This is an idea that I borrowed from Fort Eustis that has on-going food/driving range combos.

-Golf lessons/series of lessons attacking specific parts of the golf game on a regular schedule with an included "social" afterwards to talk with the Pro.

-Develop an outside grill experience for Saturday and Sunday so that people see and smell the charcoal grill at the course and push impulse and up-selling of products that brings in more revenue. Promote on-site and to go food service. Menu options can be as simple as burgers and hot dogs to BBQ, ribs, sausage, brisket and other grill type foods. Tell Dad that he can take home dinner after golfing to Mom and the kids and make him a hero!

### **New Promotion for September Available Online**

It's only July but not too early to start preparing for the next promotion. Recipes, marketing information, and layouts for the black and white print ads and color posters are now available as downloads at our [www.prafulfillment.com](http://www.prafulfillment.com) website.

Pizza operators should have no problem with the Mighty Meaty Calzone---It's simply an all meat (Pig Pie) recipe rolled up into a calzone. Restaurants who offer sandwiches will offer the Bluewater Tuna Steak Sandwich. The fish is not a processed patty--it's a real tuna steak. Since it's so different, it may take a while to make your guests familiar with it. And because it's a new product, you'll want to get an early start on buying some and acquainting yourself with it before 1 September. Let your restaurant staff try the sandwich so they can encourage guests to try it.

As a reminder, our seasonal promotions are designed to enhance your regular menu offerings by providing variety and helping your restaurant maintain a fresh appearance. Should after trying a seasonal promotion for 30 days, you continue to encounter guest resistance please contact your Area Manager to discuss possibly replacing it with an LTO promotion. Order posters, window clings, and download the recipes on our website. (POC: Sharon Bertschi (703) 508-5894 or email: [Sharon.Bertschi@cfsc.army.mil](mailto:Sharon.Bertschi@cfsc.army.mil))

### **Anniversaries**

8 July 2005 – Primo's, Menwith Hill, England celebrate their 1 year anniversary  
15 July 2005 – Mulligan's, MCB Quantico, VA celebrate their 1 year anniversary  
2 July 2003 – Strike Zone, Fort Riley, KS celebrate their 3 year anniversary  
24 July 2003 – Strike Zone, Fort Hamilton, NY celebrate their 3 year anniversary  
10 July 2001 – Strike Zone, Fort Hood, TX celebrate their 5 year anniversary  
15 July 1999 – Primo's Express, Camp Casey, Korea celebrate their 7 year anniversary

### **Answers to ServSafe Questions**

1. b)
2. b)
3. d)

## Closing Thought

*"The manager asks how and when; the leader asks what and why." .... Warren Bennis*



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